

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Advisory Action of September 8, 2005

IN THE CLAIMS

Please amend claims 1, 4-5, 8, 11-12, 15-17 and 21-22 as follows:

1       1. (Currently Amended) A method for making a recommendation in  
2       a lifestyle recommendation machine, the method comprising the steps  
3       of:

4       generating a user providing a celebrity profile of a celebrity  
5       to based on explicit and/or implicit directions of a user;  
6       making a recommendation to the user for an item, service,  
7       and/or event based on the user celebrity profile;

8       and

9       reporting the recommendation to the user through a celebrity  
10      agent the celebrity while simultaneously displaying an image of the  
11      celebrity agent.

1       2. (Original) The method of claim 1, wherein the  
2       recommendation is a recommendation of television programming.

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Advisory Action of September 8, 2005

Claim 3 (Cancelled)

1       4. (Currently Amended) The method of claim 1, wherein the  
2 | image is a video of the celebrity agent and the reporting step  
3 | comprises playing accompanying audio which announces the  
4 | recommendation.

1       5. (Currently Amended) The method of claim 1, wherein the  
2 | image is a still image of the celebrity agent.

1       6. (Original) The method of claim 5, wherein the reporting  
2 | step further comprises displaying a textual message which announces  
3 | the recommendation.

1       7. (Original) The method of claim 5, wherein the reporting  
2 | step further comprises playing accompanying audio which announces  
3 | the recommendation.

1       8. (Currently Amended) A lifestyle recommendation device  
2 | comprising:

PATENT

Serial No. 09/815,856

Amendment in Reply to Advisory Action of September 8, 2005

3       means for generating a user providing a celebrity profile of a  
4       celebrity based on explicit and/or implicit directions of to a  
5       user;  
  
6       means for making a recommendation to the user for an item,  
7       service, and/or event based on the user celebrity profile; and  
8       reporting means for reporting the recommendation to the user  
9       through a celebrity agent the celebrity while simultaneously  
10      displaying an image of the celebrity agent.

1           9. (Original) The device of claim 8, wherein the lifestyle  
2       recommendation device is a television programming storage device.

Claim 10 (Cancelled)

1           11. (Currently Amended) The device of claim 8, wherein the  
2       image is a video of the celebrity agent and the reporting step  
3       comprises playing accompanying audio which announces the  
4       recommendation.

1           12. (Currently Amended) The device of claim 8, wherein the

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Advisory Action of September 8, 2005

2 | image is a still image of the celebrity agent.

1       13. (Original) The device of claim 12, wherein the reporting  
2 means further comprises means for displaying a textual message  
3 which announces the recommendation.

1       14. (Original) The device of claim 12, wherein the reporting  
2 means further comprises means for playing accompanying audio which  
3 announces the recommendation.

1       15. (Currently Amended) A program storage device readable by  
2 machine, tangibly embodying a program of instructions executable by  
3 the machine to perform method steps for making a recommendation in  
4 a lifestyle recommendation machine, the method comprising the steps  
5 of:

6       generating a user providing a celebrity profile of a celebrity  
7 to based on explicit and/or implicit directions of a user;  
8       making a recommendation to the user for an item, service,  
9 and/or event based on the user celebrity profile; and  
10      reporting the recommendation to the user through a celebrity

PATENT

Serial No. 09/815,856

Amendment in Reply to Advisory Action of September 8, 2005

11 | agent the celebrity while simultaneously displaying an image of the  
12 | celebrity-agent.

1       16. (Currently Amended) A computer program product embodied in  
2       a computer-readable medium for making a recommendation in a  
3       lifestyle recommendation machine, the computer program product  
4       comprising:

5           computer readable program code means for generating a user  
6       providing a celebrity profile of a celebrity to based on explicit  
7       and/or implicit directions of a user;

8           computer readable program code means for making a  
9       recommendation to the user for an item, service, and/or event based  
10      on the user celebrity profile; and  
11           computer readable program code means for reporting the  
12      recommendation to the user through a celebrity agent the celebrity  
13      while simultaneously displaying an image of the celebrity-agent.

1       17. (Currently Amended) A method for making a recommendation  
2       in a lifestyle recommendation machine, the method comprising the  
3       steps of:

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Advisory Action of September 8, 2005

4 substituting a user profile based on explicit and/or implicit  
5 directions of a user with a celebrity profile of a celebrity;  
6 making a recommendation for an item, service, and/or event  
7 based on the celebrity profile; and  
8 reporting the recommendation to the user through a ~~celebrity~~  
9 ~~agent~~ the celebrity while simultaneously displaying an image of the  
10 ~~celebrity~~ agent.

1 18. (Original) The method of claim 17, wherein the  
2 substituting step comprises downloading the celebrity profile from  
3 an external source.

Claims 19-20 (Cancelled)

1 21. (Currently Amended) The method of claim 17, wherein the  
2 ~~image is a video of the celebrity agent and the reporting step~~  
3 comprises playing accompanying audio which announces the  
4 recommendation.

1 22. (Currently Amended) The method of claim 17, wherein the

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Advisory Action of September 8, 2005

2 | image is a still image of the celebrity-agent.

1        23. (Previously Presented) The method of claim 17, wherein the  
2 reporting step further comprises displaying a textual message which  
3 announces the recommendation.

1        24. (Previously Presented) The method of claim 17, wherein the  
2 reporting step further comprises playing accompanying audio which  
3 announces the recommendation.